



Business Solution Brief:

# Voice-Enabled Claims Management



Genesys and Accenture have combined their respective capabilities to provide insurance companies with an effective means for delivering personalized voice self and assisted service during the claims process.



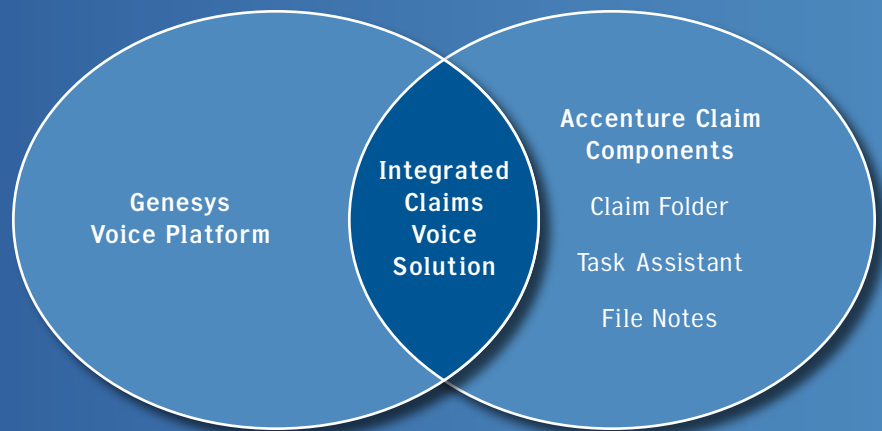


“Accenture and Genesys have demonstrated our ability to provide our joint clients with the solutions they need to transform better interactions into better business results.”

Wes Hayden  
President & CEO,  
Genesys

## Seamless Integration

By integrating the Genesys Voice Platform with Accenture Claim Components, an insurance company can extend its best business processes to provide customer self-service and enhanced voice communications.



### Overview

Accenture’s research into the characteristics of high performance companies indicates that high performing insurers recognize the importance of claims to their success and that a successful claims operation begins with a renewed focus on the customer. The challenge insurance companies face is providing more responsive customer service while at the same time keeping costs under control. Achieving these dual objectives is especially important during the claims process. It is then that a policyholder expects first class personalized attention but also when costs are most on the line. How can an insurance company strike this delicate balance?

Genesys and Accenture are teaming to help insurance companies provide enhanced customer service while controlling costs. The approach involves integrating the Genesys voice platform with the Accenture Claim Components solution to enable self-service and more effective voice communications.

The combined solutions provide a natural speech interface that eliminates the multiple and complex menus that callers experience today. Policyholders can go directly to a concise claim status that is generated from the electronic claim folder. If the caller needs

more information, he or she can immediately connect to someone who is knowledgeable about their claim. Customers get the information they need when they need it with minimal frustration.

For claim handlers, the telephone becomes an integrated productivity tool rather than an isolated voice channel. Incoming calls are presented to them by Genesys as a seamless part of the Accenture Claim Components solution. The caller’s claim is automatically displayed in a new window, helping the claim handler field the call without disrupting his original thread of work. In instances when the caller is satisfied with the system generated claim status, the claim handler is never interrupted. The call is automatically documented in the claim file so that the claim handler has the facts of the call available for later reference.

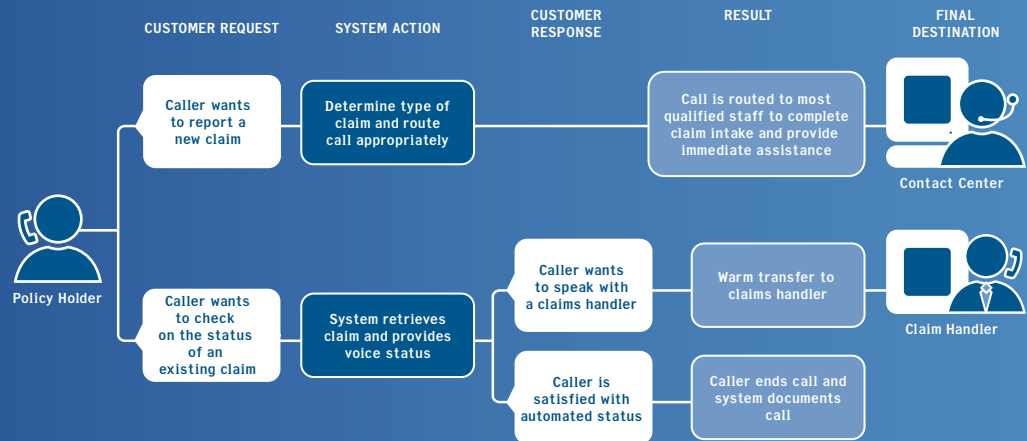
Genesys and Accenture are committed to helping insurance companies add value to their customers and their business through an integrated solution that combines the best of speech enablement and claims management technologies.

“Genesys is a valued Accenture business partner whose voice technologies effectively complement and extend the Accenture Claim Components solution.”

Michael A. Lucarini  
Partner,  
Accenture

## Automated Call Routing and Status

Insurance company customers gain direct voice access into the claims process.



### Benefits

- Improved customer service and operational efficiency
- Seamlessly blends personalized self and assisted service with no repetition of information required upon transfer to a claims handler, resulting in rapid resolution of customer needs, increased customer satisfaction and decreased call handling time
- Advanced speech recognition capabilities enable access to information by way of intuitive, conversational voice commands
- Enhanced customer experience through voice-enabled self-service status and assisted-service by knowledgeable claim handlers
- Streamlined and more effective new claim reporting through skills-based call routing and early intervention
- Expense management by improved process automation and better use of high-value resources
- Potential proactive outbound calls for status notification and other routine messaging
- Improved customer service based on feedback from targeted satisfaction surveys

### Genesys Voice Platform

Genesys Voice Platform is an advanced software-only product that enables phone access to web-based content, facilitates communications between voice and web support channel, eliminates redundant expenditures in disparate infrastructures, and delivers operational cost savings over proprietary IVR solutions.

### Genesys Customer Interaction Management Platform

The Genesys platform is a next generation platform that deploys and manages inbound and outbound multimedia interactions. The Genesys platform captures, processes, routes and based on an insurer's specific business criteria, providing a universal view of each and every customer interaction.

### Accenture Claim Components

Accenture Claim Components is a suite of software components proven to help insurers realize tangible gains in business performance through the claims operation. By enabling an insurance company to embed the skills

## Global Alliance

Since 2001, the Genesys and Accenture alliance has been providing enterprises with contact center solutions designed to improve customer satisfaction and maximize operational efficiency. To date, more than 100 customers worldwide have selected Genesys software integrated with Accenture software and services.



Genesys – World’s #1 Contact Center Software Provider

Accenture – Global Management Consulting, Technology Services and Outsourcing

and expertise of its most experienced claim handlers into the software, Accenture Claim Components helps standardize the claims process so that an optimal result and a satisfied customer are possible on every claim. The architecture for Accenture Claim Components allows organizations to take advantage of a low cost, highly scalable platform to leverage new component based technologies and new access channels for simplified data exchange and integration with people and systems inside and outside the organization.

### Proven Partnership

Genesys and Accenture’s joint integrated solutions enable organizations to manage the complexity and cost of interacting with their customers via multiple channels. Genesys and Accenture have joined forces to help reshape the ways companies deliver the customer experience.

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### Additional Information

[www.genesyslab.com](http://www.genesyslab.com)  
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